

Message Text

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PAGE 01 SUVA 01544 160606Z

ACTION EA-12

INFO OCT-01 ISO-00 EB-08 COME-00 AGRE-00 /021 W

-----067808 161613Z /44

R 160230Z DEC 77

FM AMEMBASSY SUVA

TO SECSTATE WASHDC 6802

INFO AMEMBASSY CANBERRA

UNCLAS SUVA 1544

EA/ANP FOR GALLAGHER

E.O. 11652: N/A

TAGS: EPAP, FJ

SUBJECT: USDA MARKET PROMOTION ACTIVITY - SALES TEAM

REF: STATE 284509

1. EMBASSY HAS REVIEWED FISCAL DATA REFERRED TO IN PARA 1 AND SOLICITATION (85 59 7.S. FOOD FIRMS AND THEIR AGENTS REFERRED TO IN PARA 5 OF REFTEL. WE NOTE THAT REPRESENTATION FUNDS FOR PROPOSED RECEPTION IN FIJI NOT SPECIFIED. PLEASE ADVISE. WE MUST WARN THAT DUE TO SHORTAGE OF STAFF, ARRIVAL OF NEW RESIDENT AMBASSADOR, AND EXPECTED MOVE TO NEW EMBASSY QUARTERS IN MARCH, OUR ASSISTANCE WILL OF NECESSITY BE LIMITED. SUGGEST THAT PROPOSAL IN PARA 5. OF REFTEK FOR FAS STAFF MEMBER TO TRANSIT FIJI ENROUTE TO JAPAN FEBRUARY 14 BE IMPLEMENTED.

2. OUR UNDERSTANDING IS THAT PERMISSION TO VISIT NEW CALIDONA MUST BE RECEIVED FROM FRENCH GOVERNMENT THROUGH U.S. EMBASSY IN PARIS FOR EACH PROPOSED OFFICIAL VISIT INVOLVING GOVT OF TERRITORY. NOTE: EA/ANP PLEASE CLARIFY, ADVISE USDA, AND INITIATE APPROPRIATE ACTION WITH RESPECT TO PROPOSED NEW C CALEDONIA VISIT.

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3. WITH REFERENCE TO PARA 2 OF REFTEL, IMPORTATION INTO FIJI OF FROZEN AND PROCESSED POULTRY, RED MEAT, AND EGGS AND EGG PRODUCTS IN NOT ENCOURAGED BECAUSE (1) EMPHASIS IS BEING PLACED ON LOCAL PRODUCTION OF THESE ITEMS AND (2) IMPORTATION CURRENTLY FROM AUSTRALIA AND NEW ZEALAND BECAUSE OF PRESENT GOF QUARANTINE RESTRICTIONS. IMPORTATION FROM U.S. OF FRESH FRUITS AND VEGETABLES (ESP. POTATOES, ONIONS, GARLIC, BUT NOT

TROPICAL FRUITS) AND CANNED PROCESSED FOODS ENCOURAGED.
TEAM SHOULD BE REMINDED THAT MOST IMPORTED FOODSTUFFS TO ISLAND
COUNTRY NOW COME FROM COMMONWEALTH COUNTRIES, ESPECIALLY
NEW ZEALAND AND AUSTRALIA. SOME U.S. CANNED
AND PROCESSED FOODS
ALREADY ON SHELVES OF SUVA'S TWO LARGE SUPERMARKETS, MORRIS
HEDSTROM AND BURNS PHILP.

4. REFERENCE PARA 6 OF REFTEL A: DR. YARROW HAS NOT PROVIDED
A SPECIFIC LIST. HOWEVER IN SPITE OF ABOVE LIMITATIONS WE HAVE
OBTAINED FOLLOWING INFORMATION CONCERNING CERTAIN IMPORTS FOR
1976:

RICE 17084 TONS
FRESH BEEF, 848,736 LBS.
CANNED BEEF, 3,859,356 LBS.
PIGS, 139 TONS
POULTRY, 464 TONS
EGGS 134,000 DOZ.
MILK PRODUCTS, 385,545 LBS (BUTTERFAT EQUIVALENT)
BUTTER, 2,523,662 LBS.
GHEEN 1,507,514 LB .
TINNED FISH, 7,924,472 LBS.
IMPORTS OF FOOD STUFFS INTO FIJI FOR JANUARY THROUGH JUNE
1977 TOTALLED \$28.5 (US) MILLION,
AN INCREASE OF 64.2 PERCENT OVER
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THE SAME PERIOD OF 1976.

5. OFFICIALS OF MINISTRY OF COMMERCE, INDUSTRY AND COOPERATIVES
INDICATE THAT GOV IS RECEPTIVE TO ALL PRODUCTS FROM U.S. WHICH
ARE NOT SUBJECT TO QUARANTINE RESTRICTIONS (UNDER CONTROL OF
MINISTRY OF AGRICULTURE, FISHERIES AND FORESTS.) GUIDE TO IMPORTS
IN FIJI FOR PLANT AND ANIMAL PRODUCTS OF JANUARY 1974 (STILL
OPERATIVE BEING SENT UNDER SEPARATE COVER TO TED HOROSHAKE
OF FAS/USDA.

6. COMMENT: THOUGH GOV WISHES TO DIVERSIFY ITS TRADE RETURN
REAL PROBLEM APPEARS TO BE THAT OF QUARANTINE
RESTRICTIONS.
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